



# PARETO

## PARETO ANNOUNCES MANAGEMENT APPOINTMENTS

**TORONTO, ONTARIO, August 15, 2005** – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced a number of recent changes to its executive team.

“Our management team is growing stronger as we build a platform for our ongoing growth. These appointments are largely a realignment of responsibilities designed to match the natural strengths of our executives and to best position us for market opportunities,” said Kerry Shapansky, President and Chief Executive Officer of Pareto.

Michael Collins has become Pareto’s head of Corporate Development. Collins was a founder of Barry Rayner Associations, the Oakville-based firm acquired by Pareto one year ago.

Georgia Curtis recently joined Pareto as Vice President of Human Resources, with a mandate to continue to attract and retain a highly talented team.

David Houston, who formerly ran Pareto’s incentive business, has become Vice President of Ford Client Services. Ford’s long-term relationship with Barry Rayner Associates continues to grow under the Pareto banner.

Mari-Lynn Misener, formerly head of Client Services, has been named Vice President of Operations and head of incentive and loyalty programs.

Robert Ozero formerly general manager at Barry Rayner has been appointed Pareto’s Director of Finance and Business Improvement.

David Rose has been promoted to Vice President of Retail Solutions, where his responsibilities include Pareto’s print, distribution and fulfillment teams.

Amit Kanigsberg, formerly Chief Technology Officer, has resigned to pursue other opportunities. Pareto has centralized its technology group at its Oakville location.

### **About Pareto Corporation**

Pareto Corporation is a marketing services company that offers retail, incentive, event and managed solutions to leading companies in the financial services, automotive, retail, communications, pharmaceutical, service and technology sectors. Pareto provides measurable, quantifiable services that complement our clients’ marketing and sales departments and deliver big value to their vital business relationships. For more information, please visit our website at [www.pareto.ca](http://www.pareto.ca).

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***This press release contains forward-looking statements related to expected future events and financial operating results of Pareto that involve risks and uncertainties. Actual results may differ materially from management expectations as projected in such forward-looking statements for a variety of reasons, including market and general economic conditions and the risks and uncertainties detailed from time to time in Pareto’s SEDAR filings.***

***The Toronto Stock Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.***